

ABSTRACT OF THE DISCLOSURE

The present invention discloses a method, program product and system for conducting product assessment and development. One preferred embodiment relates to a concept and product development technique. An exemplary system and method relates to a web-based survey technique that facilitates developing and testing new products, business investments, and value propositions, as well as testing existing products, businesses, and value propositions. This technique includes systematic solicitation of potential customers or other targeted respondents, eliciting data from customers, automatic processing, interpretation, and scoring of the data, and automatic report generation. The disclosed technique advantageously makes use of continuous metric scales to enable respondents to rate new or existing products. Using an on-line system, this embodiment of the invention provides a fast, engaging, and inexpensive way to gauge customer acceptance and use.